

The cover features a background image of people at the Expo 2017 Astana, with a red semi-circular overlay on the left and a blue semi-circular overlay on the right. The title 'USA PAVILION EXPO 2017 Final Report' is in white text on the red background. The bottom right shows a crowd in front of the USA Pavilion building.

USA PAVILION EXPO 2017 Final Report


**USA
PAVILION**
THE SOURCE OF INFINITE ENERGY
ТАУЧЫЛМАС ҚҰАТ ҚАЙНАП, КӨЗІ
EXPO 2017 ASTANA

*This report is dedicated to everyone who contributed
to the USA Pavilion's incredible success.*



Astana, Kazakhstan



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WELCOME TO THE FUTURE OF INFINITE ENERGY

The United States’ participation at Expo 2017 in Astana, Kazakhstan was a grand success, highlighting not only America’s leadership in the area of global future energy but also 25 years of America’s relationship with Kazakhstan and the broader Central Asia region.

In 2012, the decision of the Bureau of International Expositions to choose Kazakhstan to host the first ever World’s Fair in Central Asia presented the United States with a great opportunity and a daunting challenge: to share America’s vision of future energy to the world through a public-private partnership that required strong support from the private sector. I’m proud to say that America not only met this challenge, but that we exceeded all expectations.

The USA Pavilion embraced American ideals such as partnership, innovation, and the role of the individual to convey a clear and powerful message to all visitors that it is people—Americans and those from all around the world—who will be the source of the future’s infinite energy.

In total, the USA Pavilion welcomed more than 480,000 guests who enjoyed our theme of “Infinite Energy” in person. Another 500,000+ people experienced our Pavilion virtually via social and traditional media. In addition, the USA Pavilion’s VIP Lounge hosted more than 2,100 guests and a wide array of events including a U.S. Presidential Delegation from Washington, panel discussions on the future of energy, sponsor and partner meetings, and numerous conversations with our Student Ambassadors.

Key to the success of the USA Pavilion was the impressive team of 40 Student Ambassadors, who greeted our guests every day. The USA Pavilion Student Ambassador program is truly one-of-a-kind. Forty incredibly talented young people—20 men and 20 women—from across the United States volunteered as next-generation ambassadors, becoming the heart and soul of America’s presence at Expo 2017. On a day-to-day basis, by operating the Pavilion itself, these Student

Ambassadors gave many visitors their first live encounter with an American—an experience that will last a life time. From the moment a visitor arrived to the second they left, these exuberant Americans guided their visit, welcoming them every step of the way, whether it was by dancing with them at the entrance, or by posing with them at the exit. Fluent in Russian, and speaking 15 other languages including Kazakh, these next generation leaders defied expectations for our guests and won over visitors with their authenticity, energy, and passion while serving as America’s public face at the Expo. As an ambassador myself, I could not have been prouder of these ambassadors for giving so many thousands of visitors such a positive experience of America and what we stand for. Moreover, many Student Ambassadors traveled throughout Kazakhstan as participants in U.S. Embassy outreach programs where they conveyed their energy and positive image of America to thousands of Kazakhstanis who could not come to the Expo.

I am deeply proud to have served the United States at Expo 2017 as both the U.S. Ambassador to Kazakhstan and the Commissioner of the USA Pavilion. Our participation at Expo 2017 was clearly the right thing to do. It solidified our partnership with Kazakhstan for years to come and further enhanced strong economic ties between our two countries and in the broader region. Most of all, the magnificence of our shows and the smiling faces of our incredible Student Ambassadors created an unparalleled people-to-people connection that I’m confident will continue to have a positive impact in Kazakhstan and across Central Asia for decades to come.

Best Regards,



Ambassador George A. Krol
USA Pavilion Commissioner



Ambassador George A. Krol kicks off the USA Pavilion’s opening day with sponsors and Student Ambassadors.

LEADERSHIP INSIGHTS



“At Expo 2017, the USA Pavilion stood as an incredible testament to what can be achieved through a dynamic public-private partnership. None of it would have been possible without our sponsors.”

—**Dan Rosenblum**

Deputy Assistant Secretary of State
Bureau of South and Central Asian Affairs
U.S. Department of State



“Expo 2017 was truly a unique event focused on addressing a defining issue of our time: the urgent need for better energy solutions. This summer was an opportunity to show that the United States—both in the public and private sectors—is dedicated to working with international partners to lead, innovate, and ultimately change the way we talk about, consume, and produce energy.”

— **William Courtney**

Former Ambassador of the United States to Kazakhstan,
USAP Board Member



“APCO was honored to help continue the proud tradition of World’s Fairs on behalf of the American people and demonstrate that the only true source of infinite energy is the imagination, innovation, and ingenuity of our people.”

— **Margery Kraus**

Founder & Executive Chairman of APCO Worldwide,
USAP Board Chairman



“Perhaps the most indelible memory for visitors to the USA Pavilion were the Student Ambassadors who greeted and guided them through this extraordinary exhibit. These young people, thousands of miles from home, offered a glimpse of America right in the heart of Astana and conveyed an engaging image of our country that may last a lifetime.”

—**Horton Beebe-Center**

President of Eurasia Foundation,
USAP Board Member



“I have always felt that the United States partnership with Kazakhstan is incredibly consequential both because of how much we value Kazakhstan and our bilateral relationship, but also Kazakhstan’s desire to play a leadership role in the immense challenges facing the world.”

— **Nisha Biswal**

Former Assistant Secretary of State
Bureau of South and Central Asian Affairs
U.S. Department of State



“The U.S. participation was very instrumental in this Expo because the U.S. is the leader in information technology, renewable energy, and in all energy sector issues. American participation attracted a lot of attention and the U.S. led by example.”

— **Ambassador Erzhan Kazykhanov**

Ambassador of Kazakhstan to the United States



Deputy Secretary of Energy, Dan Brouillette, Congressman Kevin Cramer, Senior Director for South and Central Asia at the National Security Council Lisa Curtis, and other members of the Presidential Delegation stand with Kazakhstan’s Ambassador to the United States, Erzhan Kazykhanov, USA Pavilion leadership, and Student Ambassadors.

THE SOURCE OF INFINITE ENERGY

The “Source of Infinite Energy” was on full display throughout the summer of 2017 as our team, sponsors, partners, and various stakeholders welcomed almost a half million guests to the USA Pavilion. This infinite energy infused the entire project and its diverse group of supporters, fueling a collective determination to accomplish what had only a few months earlier looked like an impossible goal: ensuring America’s representation at Expo 2017. Working together, myriad challenges turned into opportunities and bonds of diplomacy, commerce, and friendship strengthened in ways that were unimaginable at the project’s inception.

It was an honor to represent the United States at the largest international event in 2017 and to share America’s passion, ideas, and innovations regarding the future of energy with the world. In doing so, we made what some considered the impossible possible, and achieved numerous incredible accomplishments. From Opening Day on June 10 until the Expo’s closing on September 10, the USA Pavilion served as a hub of constant activity, welcoming thousands of guests a day, hosting dozens of high-level delegations from around the world, and showcasing the best of what the United States has to offer.

We would like to acknowledge and thank the stakeholders that supported the effort to make the Pavilion a reality every step of the way. This includes the U.S. Department of State and Embassy Astana, especially our Commissioner, Ambassador George A. Krol, as well as our amazing hosts in Kazakhstan. Without their tireless efforts and extensive expertise, the success of the USA Pavilion would not have been possible. We are extremely thankful to our private sector partners as well for their dedication and support, particularly our Global Sponsors Chevron and GE, and our Pavilion Sponsors AES, Citi, ExxonMobil, Fluor, and MasterCard.

We are tremendously proud of how strongly the United States represented itself at this critical event and are thrilled to share the Pavilion’s story through this report. We look forward to the United States continuing this important tradition at future Expos.



Representatives of the U.S. Department of State, BRC Imagination Arts, and USA Pavilion leadership.



We hope you enjoy learning about our journey and the positive impact of the USA Pavilion 2017. We are confident the Pavilion’s accomplishments will live well past the summer of 2017 and far into the future.

Thank You and Көп Рақмет,



Joshua Walker

Dr. Joshua Walker
USAP President & CEO



Andrew Snowwhite

Andrew Snowwhite
USAP Executive Director

THE UNIQUE IMPACT OF WORLD’S FAIRS AND EXPOS

Since 1851, World’s Fairs and Expos have inspired a tradition of innovation and cooperation that embody an unmatched energy, excitement and sense of global community. As the USA Pavilion 2017 team witnessed firsthand, no other international event captures this unique spirit and enthusiasm like an Expo.

Most importantly, Expos provide a platform to share a bit of America with millions of people in fun and exciting ways, strengthening people-to-people bonds that are now more important than ever. Additionally, they provide an unparalleled platform for the U.S. business community to engage a broad range of audiences through firsthand, on-the-ground

connectivity to the newest ideas, while showing their strong support for host countries and entire geographic regions.

Groundbreaking innovations unveiled at Expos over the last 150 years feature inventions we now use every day throughout the world, from the telephone to the diesel engine to video conferencing (in 1964!). Expos have facilitated the reveal of monuments that shape city skylines, such as the Eiffel Tower in Paris and the first Ferris Wheel. These events are as exciting and relevant as ever to the guests who visit them and provide a unique and tangible experience in our ever-increasing digital world.



THE IMPORTANCE OF EXPO 2017

Expo 2017 was an incredibly important chapter in the history of the World’s Fair, which opened its doors to the world on June 10 and ran seven days a week until concluding on September 10. The Expo’s theme of Future Energy provided a platform for 112 countries and dozens of global organizations and companies to explore solutions to some of the most difficult challenges facing the planet. Expo 2017 also was the first World’s Fair to take place in Central Asia, a historic achievement and a significant sense of pride for the region. The United States could not sit on the sidelines.

However, it almost did. Due to a variety of factors, such as a presidential administration focused on its important transition process and recent logistical challenges associated with American participation in World’s

Fairs, the United States faced a steep uphill climb to even show up at Expo 2017. This was a challenge that many believed to be insurmountable, even within four months before the opening day.

Through the dedication of the Pavilion team and the strength of the public-private partnership with the U.S. Department of State, the United States achieved the near impossible: a remarkable Pavilion that hosted hundreds of thousands of guests, exposing more citizens of Kazakhstan to Americans and American ideals than any other event in history. The USA Pavilion served not only as an impressive and entertaining venue, but as an instrument of outreach that allowed the U.S. Embassy in Astana to conduct their diplomatic mission to an even broader audience.



Aerial view of the Expo 2017 grounds in Astana, Kazakhstan.



Floorplan rendering of the USA Pavilion.

KAZAKHSTAN: THE HOST OF EXPO 2017

Expo 2017 engaged the global community on the issues of sustainable development, innovation, and energy for all, and fostered international understanding through shared art and culture. In three short months, Kazakhstan welcomed the world, sharing its rich history, warm hospitality, and beautiful landscapes.

The ninth largest country in the world, Kazakhstan is located strategically along the historic Silk Road and today acts as an important connection between East and West. In 2017, it celebrated the 26th anniversary of its independence and continues to be a strong and strategic partner of the United States. Over these 26 years, Kazakhstan grew into a diplomatic leader and a champion of nuclear non-proliferation through efforts including hosting the Syrian peace talks, voluntarily relinquishing its entire nuclear arsenal, and founding the world's first low-enriched uranium fuel bank. Its capital, Astana, is a booming metropolis of modern architecture which is reflected in the futuristic design and construction of the Expo site.



THE USA PAVILION: THE SOURCE OF INFINITE ENERGY

In Astana, the United States shared with guests the message that “The Source of Infinite Energy Is Within All of Us.” Visitors experienced how this “Infinite Energy” fuels the dreams that bring people together to do amazing things and celebrated this Energy of Life through the imagination, innovation, and ingenuity of the American people. Through exciting stories, stunning audiovisuals, and hands-on interactive experiences, guests were transformed from spectators to innovators, inspired to build a more prosperous future for all.

The heart of the USA Pavilion was the spirit of friendship and enterprise that continues to serve as the foundation of America’s partnership with Kazakhstan.

However, while the USA Pavilion itself was incredible, it was only one component of the United States’ success in Astana. From the American Student Ambassadors to the Pavilion staff to American

and Kazakhstani Embassy staff, it was the people who operated the USA Pavilion daily that made the American presence at Expo 2017 so impactful. The Pavilion’s theme emphasized the importance of people as the source of infinite energy, and the team’s energy and enthusiasm reflected that every day.

It was crucial for the United States to have a strong presence at Central Asia’s first World’s Fair to show America’s commitments to this key region of the world. More so, America’s participation was especially significant as 2016 marked the 25th anniversary of the bilateral relationship between the United States and Kazakhstan.

The Pavilion stood as a testament to this partnership and as a symbol of the strong friendship our countries will maintain far into the future.



Student Ambassador Ellen Yang high-fives a guest.



Student Ambassador Kelly Pysmennyi greets a young visitor at the Pavilion.



THE USA PAVILION JOURNEY

OCTOBER 2016

Thomas Shannon, the Under Secretary of State for Political Affairs, announces in Astana that the United States intends to participate in Expo 2017 in Astana, Kazakhstan.

USAP Expo 2017 submits a proposal in response to the U.S. Department of State tender to choose a private-sector partner to design, build, and operate the USA Pavilion.

EARLY DECEMBER 2016

At the 4th Annual Kazakhstan-United States Convention in Washington, D.C. celebrating the 25th anniversary of the relationship between Kazakhstan and the United States, Ambassador George A. Krol is officially announced as the Commissioner of the USA Pavilion.

LATE DECEMBER 2016

Memorandum of Agreement signed with U.S. Department of State; USAP Expo 2017 files for 501c3 status.

First sponsorship contract finalized.



MARCH 2017

The United States signs the Participation Contract with Expo, officially confirming America's participation in the event. USAP Expo 2017 granted 501c3 status.



MAY 2017

The USA Pavilion holds its official 'send-off' event in Washington, D.C., featuring representatives from the United States and Kazakhstan previewing the world's most prominent energy, innovation, and person-to-person global event of 2017.



JULY 4 2017

The USA Pavilion celebrates America's National Day at Expo 2017.

SEPTEMBER 2017

The USA Pavilion welcomes sponsors and partners for a last celebration as a thank you for their dedication and support.

Expo 2017 ends, and the USA Pavilion hosts its last show.

AUGUST 2016

Secretary of State John Kerry authorizes the U.S. Department of State to begin the proposal process for Expo 2017.



NOVEMBER 2016

USAP Expo 2017 is selected as the private-sector partner for the USA Pavilion. Immediate administrative planning and fundraising commence.

JANUARY 2017

Pavilion design and operations planning commence. Team takes the first trip to the Expo site. Initial construction documents submitted to Expo.



FEBRUARY 2017

Student Ambassador program announced and application released.

APRIL 2017

Construction of the USA Pavilion begins and staff arrive in Astana.

Student Ambassadors notified of their acceptance.



JUNE 2017

Student Ambassadors arrive in Astana.

Expo 2017 and the USA Pavilion officially open. Student Ambassadors are sworn-in by USA Pavilion Commissioner George A. Krol.

AUGUST 2017

The USA Pavilion hosts a Presidential Delegation, led by Deputy Secretary of Energy Dan Brouillette.

Former Senator Sam Nunn (D-GA) and former Secretary of Energy Ernest Moniz lead a delegation to the USA Pavilion.



WELCOME TO THE
USA PAVILION

EXPO 2017 ASTANA

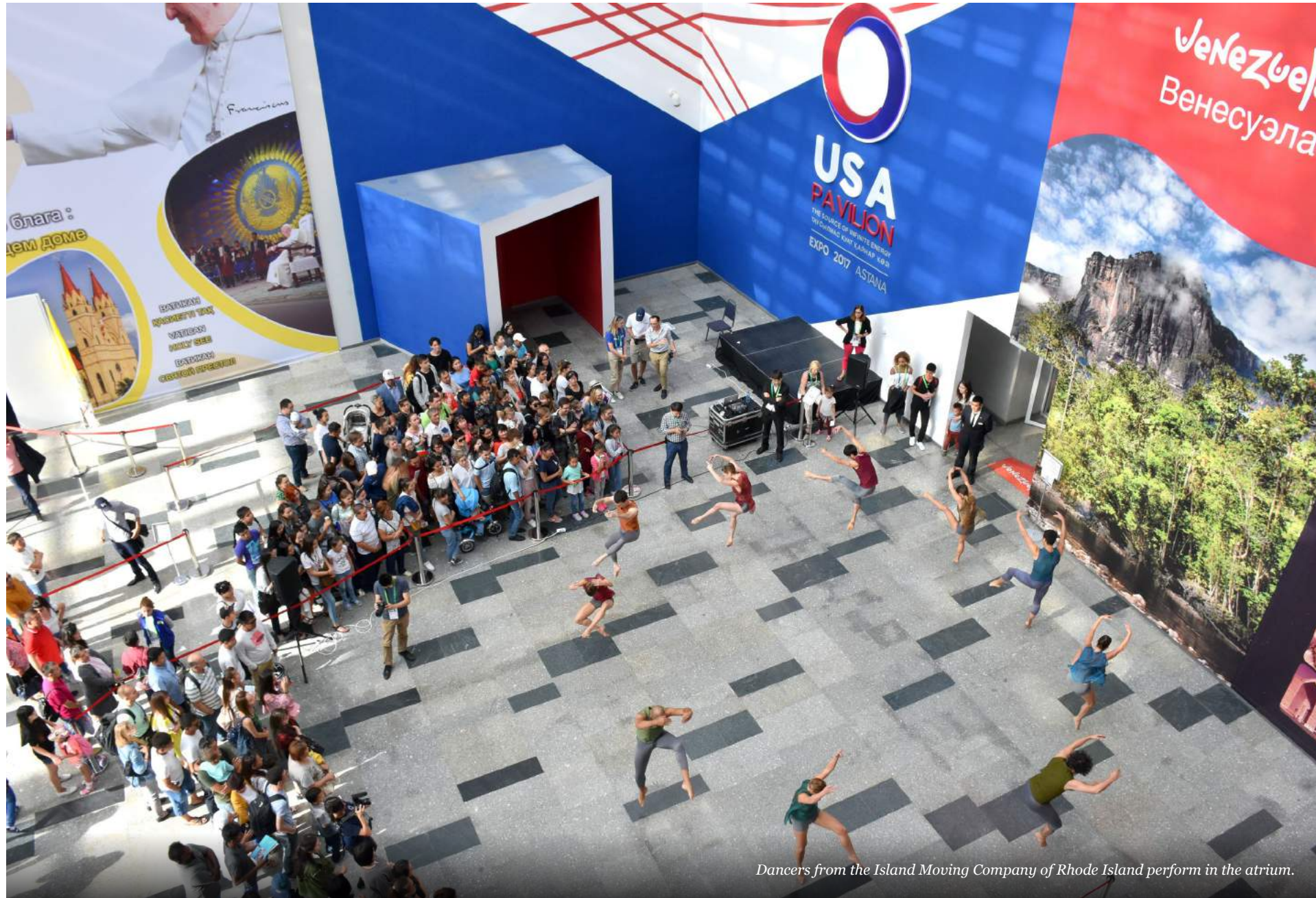


ATRIUM

As guests entered a large atrium, the USA Pavilion's red, white, and blue logo was unmistakable. As they approached the entrance of the Pavilion, enthusiastic Student Ambassadors greeted them, explained the Pavilion experience, engaged them in conversation, and asked U.S. trivia questions.

Student Ambassadors danced with visitors and posed for countless selfies. Performances occurred frequently throughout the summer and included musicians, singers, and dancers visiting from the United States.





NEARLY **500,000** guests experienced the USA Pavilion.



THEATER 1: A ROOM FULL OF ENERGY

Upon entering the Pavilion, visitors were presented with a simple question at the heart of the Pavilion Experience:

“What is the Source of Infinite Energy?”

As they entered, images of the United States surrounded guests while Student Ambassadors greeted them on microphones from both a stage and from within the crowd.

A large circular screen projected photos showing similarities between America and Kazakhstan and once the crowd settled, Student Ambassadors introduced themselves in both English and Russian (and sometimes Kazakh!). The screen then transitioned to a five-minute film with a welcome from USA Pavilion Commissioner George A. Krol that featured America’s spirit of innovation, drawing inspiration from the past while highlighting cutting-edge technologies of tomorrow. After the film, doors opened and guests entered the Energy of Life Theater experience.





Student Ambassadors Diana Polyak and Ozoda Tojiboeva introduce themselves to guests.



THEATER 2: THE ENERGY OF LIFE

The Energy of Life immersed visitors in a surprising, delightful, and entertaining film experience that was an emotional expression of the USA Pavilion's theme: "The Source of Infinite Energy." The show played across three massive synchronized screens that were further enhanced by a multi-layered floor to ceiling audio and light spectacle.

The story followed two dancers using their body movements to weave a heartfelt narrative, taking guests on a journey to some of America's most iconic landmarks, visiting innovative places of work and study, and into American homes and the intimate moments of their lives. The film ended with the dancers coming together, surrounded by the flags and the national colors of America and Kazakhstan, generating cheers and applause of joy from the crowd!





PAVILION POST-SHOW

*The Post-Show answered the question posed in Theater 1:
“WE are the Source of Infinite Energy.”*

In the Post-Show, the Pavilion’s sponsors and partners invited visitors to learn how the United States and Kazakhstan continue to expand upon their successful friendship and how we, as individuals and partners, continue to work together to create positive solutions for the world.

The USA Pavilion’s Global Sponsors created large displays highlighting their technology and projects, a 14-foot interactive wall provided content about the Pavilion Sponsors, while the U.S. Embassy’s interactive area invited guests to learn more about the United States. Guests loved taking photos throughout the space, often congregating around a large Hollywood sign, peering through selfie props and posing with Student Ambassadors.





THE USA WING WALL

As visitors exited the USA Pavilion, inspired by the power of human energy and encouraged by the potential of United States-Kazakhstan cooperation, they were met with a symbol that served as a physical reflection of this international collaboration: the USA Pavilion Wing Wall.

The iconic symbol designed by the U.S. Embassy in Astana as part of the 25th anniversary of bilateral relations displayed two hands shaking, one layered with the American flag and the other with the flag of Kazakhstan.

The hands, reflecting the cooperation between the two nations, came together to create the shape of an eagle, a powerful and culturally significant figure for both countries. The USA Wing Wall quickly turned into a smash hit at the USA Pavilion, and one of the hottest photo opportunities at Expo 2017.



“Our mutual ambition to think globally is the reason for the USA and Kazakhstan being close strategic partners in many fields, including the energy sector, where American companies have always been and remain source of innovation and prosperity. Entering the next 25 years of our bilateral friendly relations, we aspire for further deepening and strengthening of our partnership and our investments in all the fields of interaction.”

— Ambassador George A. Krol

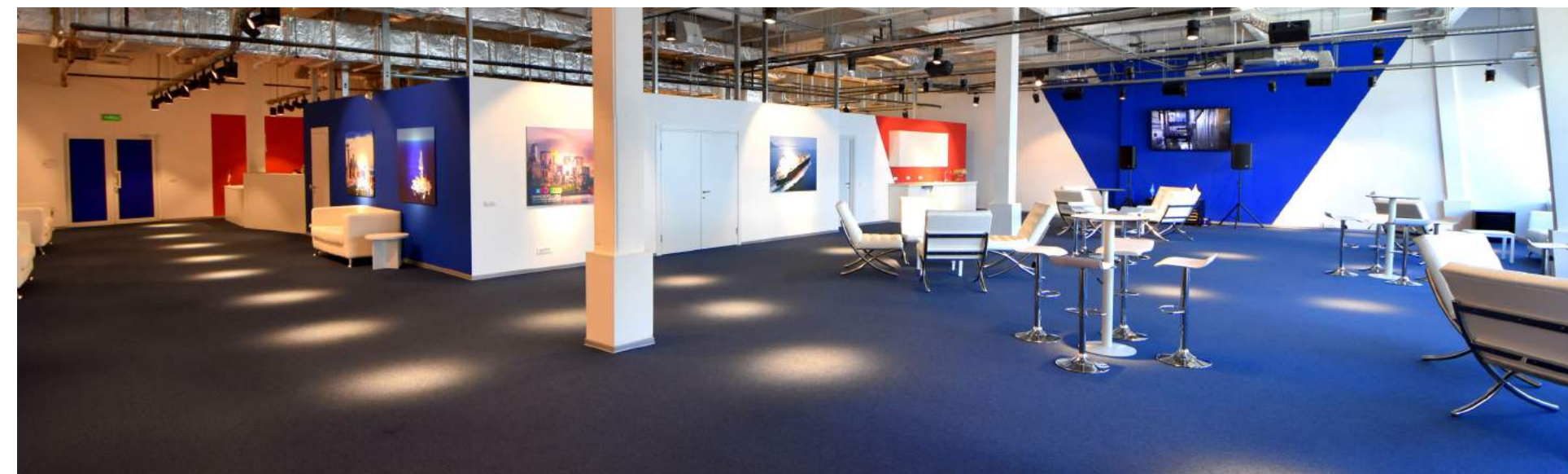
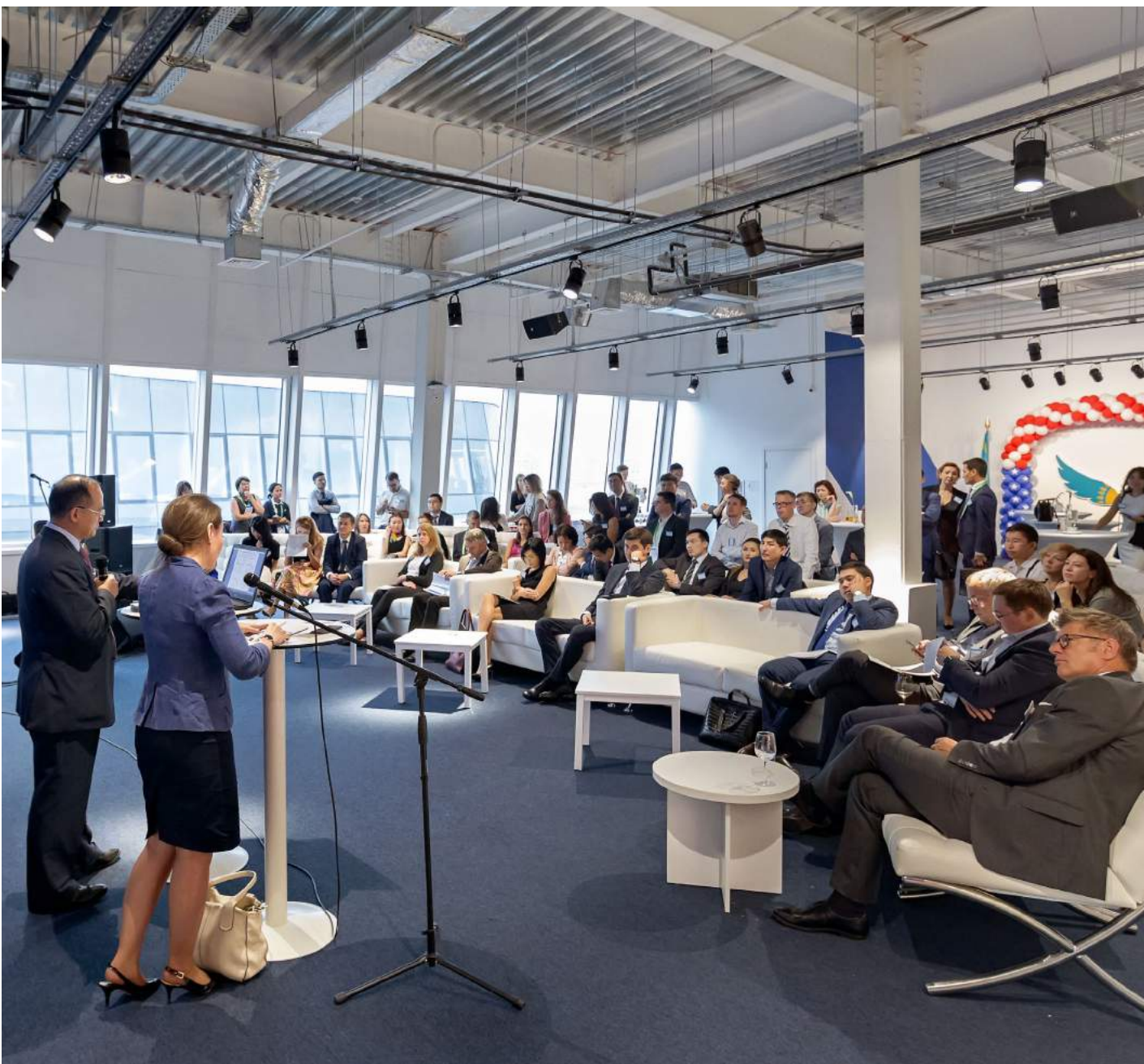


VIP LOUNGE

Located on the building's second floor, the USA Pavilion VIP Lounge served as a central hub for a broad range of activities. An expansive space, it was designed with modular furniture that was changed easily depending on each day's activities, including a large monitor for presentations and an incredible sound system.

Guests frequently took photos in front of a second VIP USA Wing Wall symbolizing 25 years of United States-Kazakhstan relations.

*From academic panel discussions to cocktail receptions to dance parties and private meetings, the VIP Lounge was **the** place at Expo 2017 to host events, and not just for the USA Pavilion!*





The United States' national Kokbar team visits the VIP Lounge during the Kokbar World Championship.



Student Ambassadors Mary Conway and Paulina Knoblock greet guests at the VIP Lounge reception desk.



Student Ambassadors participate in round-table discussions with former U.S. Ambassadors.



STUDENT AMBASSADORS

While the USA Pavilion multimedia experiences amazed guests, the human element of the Pavilion sparked the most smiles. Guests, many of whom had never met an American before, let alone spoken to one in Kazakh or Russian, loved interacting with the American Student Ambassadors. Unique at the Expo, the Student Ambassador program serves as the foundation of the USA Pavilion experience. These 40 young Americans greeted and guided visitors and VIPs through the Pavilion, helped to operate all aspects of the space, and provided thousands of direct people-to-people interactions each day.

The Student Ambassadors consisted of university and graduate students, representing 29 states, speaking 17 languages and studying subjects from energy and economics to business and diplomacy. Each Student Ambassador brought the USA Pavilion to life, building bridges and making new friendships one handshake and smile at a time.

Student Ambassadors exemplified the spirit of America at the Expo and all around Kazakhstan, embracing the local culture and people. These young leaders are America's next generation of innovators, diplomats, and Central Asia experts.

40 Student Ambassadors:

FROM
29
STATES, SPEAKING
17
LANGUAGES



Student Ambassadors Mark Dovich, Hayley Jewett, and Ozoda Tojiboeva pose with guests at the USA Pavilion entrance.



THE USA PAVILION TEAM

The power of people provided the foundation of the Pavilion's success. The Pavilion's management team, built of almost equal parts Americans and Kazakhstanis, worked tirelessly and served as a daily reminder of cross-cultural cooperation between countries. The team consisted of numerous departments including operations, communications, and VIP and partner services, all of which coordinated efforts with U.S. Department of State colleagues both in Washington as well as at Embassy Astana. From the swing of the first hammer until the last wall was torn down, the USA Pavilion's staff was there on the ground, guiding the USA Pavilion towards success every step of the way.

Outside of the day-to-day operations of the Pavilion, the USA Pavilion team, Americans and Kazakhstanis alike, formed a close personal bond, spending the majority of their free time together. From exploring Kazakhstan to sharing meals almost every night, the USA Pavilion team was a microcosm of the endless potential of the friendship between the people of the United States and Kazakhstan.



The USA Pavilion team celebrates the final show of Expo 2017.



UNPRECEDENTED IMPACT





PEOPLE-TO-PEOPLE DIPLOMACY

Since their inception, World's Fairs have consistently provided an incredibly unique opportunity: people-to-people diplomacy on a truly massive and personal scale. Embracing this, the USA Pavilion geared its efforts towards maximizing its impact one person at a time. The Pavilion theme stressed the importance of the energy of people and working together toward a prosperous future, and every guest was treated accordingly.

Student Ambassadors greeted almost half a million visitors, sharing core American values and spreading positive perceptions of the United States, which is especially important in Kazakhstan and across the Central Asia region. Every day the team shared personal stories and exemplified what it means to be American.

Public diplomacy wasn't confined to the Pavilion. Student Ambassadors proactively spread across the Expo grounds, creating new and fun ways to reach out to fellow international pavilion staff and their visitors.

The USA Pavilion team became fixtures across the Expo as well, dressing up in iconic American costumes such as Uncle Sam and Lady Liberty, quickly becoming the subject of countless photos with visitors of the Expo.

One of the biggest hits of the Expo was tracking the adventures of "Steve the Eagle," a social media campaign featuring the USA Pavilion's mascot. Steve became an Expo staple, visiting other pavilions on their National Days, touring the grounds and making special appearances to take photos with guests upon their request.

Well beyond the Expo and Astana, USA Pavilion representatives traveled to every corner of Kazakhstan. From Aktau to Almaty, from Semey to Shymkent, from Turkistan to Tashkent, and beyond! On these trips the team experienced what this amazing country had to offer and did their part in representing the United States far beyond Astana.

A daily average of 5,000
DIRECT KAZAKHSTANI-AMERICAN
INTERACTIONS AT THE USA PAVILION

American singer and cultural ambassador, Maya Azucena, greets two visitors.







THE POWER OF PUBLIC-PRIVATE PARTNERSHIP

The foundation of the USA Pavilion's success was the public-private partnership established between the U.S. Department of State, the Pavilion team, and its sponsors and partners.

An incredible example of a successful partnership, it reflected the power of cooperation and what can be accomplished when the United States government and the private sector work together for a common goal.

The Department of State, both in Washington, D.C. and Astana, provided exceptional insight into the dynamics of Kazakhstan, and excellent outreach to local media, potential sponsors, and representatives of the government of Kazakhstan. The U.S. Embassy in Astana took incredible initiative by tapping into its vast network throughout Kazakhstan to plan trips for USA Pavilion staff and Student Ambassadors, and to partner on various programs.

The USA Pavilion would not have existed without the financial support of the Pavilion's sponsors and partners from the private sector. They filled the Pavilion with interesting discussions and entertaining events throughout the summer, creating a hot-bed of activity. Extending beyond Expo, Student Ambassadors had the opportunity to visit sponsors' facilities throughout Kazakhstan, providing important insight to the role American businesses play in the country.



On a trip organized by the U.S. Embassy, Student Ambassador Alejandro Perez-Reyes visits Kyrgyzstan to teach English.



USA Pavilion President and CEO, Dr. Joshua Walker, shakes hands with Ambassador George A. Krol at the 25th anniversary celebration of the U.S.-Kazakhstan relationship.



Volunteer at the Post-Show's American Corner section shows off energy technology.



Student Ambassador Rachael Rosenberg volunteers at an American Corner event organized by the U.S. Embassy.



Members of the USA Pavilion and U.S. Department of State celebrate at the Pavilion's "send-off" event in Washington, D.C. with Ambassador Erzhan Kazykhanov.



UNITED STATES-KAZAKHSTAN RELATIONS

Participation in Expo 2017 was critical to the United States-Kazakhstan bilateral relationship and presented a unique opportunity to showcase America's commitment to the country and the region. 2016 marked the 25th anniversary of the bilateral relationship between the United States and Kazakhstan, and Expo 2017 marked a critical milestone to celebrate the friendship between the two nations.

The USA Pavilion provided a once-in-a-lifetime platform for America's private sector to showcase its commitment to Kazakhstan and to engage with the government of Kazakhstan, welcoming many important officials to participate in tours, meetings, and roundtable discussions.

In a short three-month time period, the Pavilion hosted numerous representatives from the Kazakhstani and American governments, including Prime Minister Bakytzhan Sagintayev, Minister of Energy Kanat Bozumbayev, and Erzhan Kazykhanov, Kazakhstan's Ambassador to the United States. From the United States, Deputy Secretary of Energy Dan Brouillette, former Secretary of Energy Ernest Moniz, and Senator Sam Nunn were just some of the many esteemed individuals who visited the USA Pavilion. With each interaction, the relationship between the United States and Kazakhstan grew stronger.



Student Ambassador Grace Garrett performs for the President of Kazakhstan, Nursultan Nazarbayev.



Ambassador George A. Krol with Expo 2017 Chairman of the Board, Akhmetzhan Yessimov.



Student Ambassador Molly Jane Zuckerman holds the flag of Kazakhstan during the USA Pavilion's National Day.



ENHANCING ECONOMIC TIES

The participation of the United States at Expo 2017 in Astana presented another amazing opportunity to reaffirm the vital economic relationship between the United States and Kazakhstan.

Receiving its funding from private sector sponsorship, the USA Pavilion itself embodied and represented the strong bilateral economic bond between the United States and Kazakhstan. Sponsors leveraged the Pavilion to show their commitment to the region and to celebrate their own great work with their local partners and respective teams.

The sponsors and partners of the USA Pavilion continually strengthen economic ties between the United States and Kazakhstan. The United

States-Kazakhstan Business Association was a major supporter of the USA Pavilion since the inception of the project and exemplified the economic partnership between the United States and Kazakhstan.

The Pavilion's sponsors and partners, notably Chevron, GE, AES, Citi, ExxonMobil, Fluor, and MasterCard, were essential to the success of the USA Pavilion and served as models for ongoing cooperation between the United States and Kazakhstan. Their passion and support are the cornerstone of this economic relationship.



Deputy Secretary of Energy, Dan Brouillette, with Tim Miller of Chevron.



EXTENDING OUR ENERGY



USA PAVILION GOES BEYOND EXPO

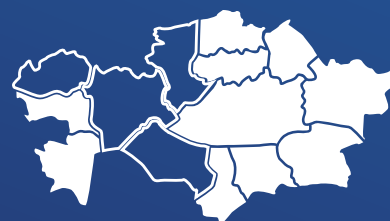
Thanks to the drive of the USA Pavilion's sponsors and partners, as well as their own diplomatic initiatives, the Student Ambassadors and USA Pavilion team had the opportunity to travel across Kazakhstan and spread the spirit of the USA Pavilion throughout the country!



VISITED

10

*of 14 provinces of
Kazakhstan.*







Kazakhstani musician plays the dombra.



Aktau, Kazakhstan



Almaty, Kazakhstan



Hazrat Sultan Mosque in Astana, Kazakhstan



VOLUNTEER AND COMMUNITY ACTIVITIES

Expanding upon their hugely impactful work at the USA Pavilion, the Student Ambassadors and Pavilion staff took it upon themselves to spread their reach far beyond Expo 2017 and the day-to-day operations of the Pavilion. They eagerly and independently sought out volunteer opportunities across Astana and around Kazakhstan, leveraging

their various and unique skills and talents. Many of these programs were coordinated with Embassy Astana and further strengthened and achieved public diplomacy goals. Activities ranged from visiting local orphanages to volunteering at English-language education courses.



Volunteer community activity organized by the U.S. Embassy in Astana.



Student Ambassadors speak to students in Aktau.



Student Ambassadors volunteer to join a local volleyball team in Astana.



Student Ambassadors lead discussions with Kazakhstani youth at the American Corner in Astana.



VISITS TO SPONSORS

Support from corporate partners extended well beyond sponsorship.

A first for USA Pavilions, sponsors hosted Student Ambassadors and USA Pavilion staff at their facilities, providing a firsthand experience relating to the Expo's theme and the ability to interact directly with sponsor team members. These unique experiences proved invaluable and were a highlight of the entire Expo experience.

In early August, Student Ambassadors toured GE's Locomotive Assembly Plant in Astana, which delivers state-of-the-art Evolution Series locomotives. GE staff taught them about the locomotive production, showing firsthand the intricate and fascinating process of how parts for freight and passenger cars are assembled.

In late August, AES invited Student Ambassadors to the eastern city of Oskemen. They visited two AES hydroelectric power plants (near Semey and Oskemen), went on boat tours of two reservoirs, and spent time talking with leadership from AES, Kazakhstan.

Thanks to the U.S. Embassy, the Student Ambassadors also had the opportunity to meet local Kazakhstani students at the American Corner, Oskemen. During the trip, they also visited an "ethno" village park with traditional homes from Eurasia and volunteered their time to talk with local students about their work at the USA Pavilion and their experiences traveling to different parts of Kazakhstan.



USA Pavilion Expo 2017 added 5 new photos.

Published by Aisha Mukasheva [?] · 24 August ·

This past week, our Student Ambassadors were invited to the eastern city of Oskemen, by our sponsor, **The AES Corporation**. They visited two hydroelectric power plants (near Semey and Oskemen), including the largest one in Kazakhstan, learned about electricity generation, went on boat tours of two reservoirs, and spent time talking with leadership from AES, Kazakhstan.

Thanks to the **U.S. Embassy Astana / Посольство США в Казахстане**, the SAs also had the opportunity to meet Kaza... [See more](#)



Student Ambassadors visit AES facilities in Oskemen and Semey.



Student Ambassadors visit the GE locomotive factory outside Astana, Kazakhstan.





PAVILION EXCHANGES AROUND EXPO

Throughout Expo 2017, the USA Pavilion reached out to fellow international pavilions and organized a series of Student Ambassador Pavilion Exchanges. These exchanges provided Student Ambassadors the opportunity to visit another pavilion for a day and to work alongside their staff.

The host pavilion for the American Student Ambassadors reciprocated by sending their own volunteers to join the USA Pavilion for the day.



Student Ambassadors Ellen Yang and Nigel Dowling participate in a Pavilion Exchange with Japan.



Student Ambassadors Yoshi Hewitt and Rachael Rosenberg visit the Swiss Pavilion.



Student Ambassador Isabel Trizlova and USA Pavilion mascot, Steve the Eagle, celebrate Malaysia's National Day.





Malaysian Parliamentary Member, Ahmed Maslan, and Malaysian delegation visit the USA Pavilion.



Student Ambassadors Svetlana Popovic and Mark Dovich pose at a Latin American exhibit.



Representatives from the Vatican tour the USA Pavilion's Post-Show.

Over the course of three months, the USA Pavilion hosted official delegations from around the world, including:

- | | | | |
|--------------------|------------|--------------|----------------------|
| Angola | Georgia | Netherlands | Tajikistan |
| Argentina | Germany | Oman | Thailand |
| Austria | Guatemala | Pakistan | Turkey |
| Belarus | Honduras | Poland | Uganda |
| Chile | Iran | Romania | Ukraine |
| China | Italy | Russia | United Arab Emirates |
| Costa Rica | Japan | Saudi Arabia | United Kingdom |
| Czech Republic | Kazakhstan | Serbia | United States |
| Dominican Republic | Latvia | Sierra Leone | Uruguay |
| Egypt | Lesotho | Slovakia | Uzbekistan |
| Finland | Malaysia | South Korea | Venezuela |
| France | Mexico | Spain | Vatican |
| Gabon | Monaco | Switzerland | |



USA PAVILION EVENTS

The USA Pavilion was a constant buzz of activity throughout Expo 2017, featuring dozens of events, ranging from intellectual roundtables to concerts to cocktail receptions to parties!

Musical performances were a common feature of the USA Pavilion, with a huge range of genres and styles. Maya Azucena, American songwriter and cultural Ambassador, performed an incredible rendition of the Star Spangled banner while also performing several times in the USA Pavilion's atrium. Gina Chavez and her band gave an exhilarating Latin-music performance for guests at the entrance of the show, and Bob Hardy, the father of one of the Student Ambassadors, provided another taste of American culture for the Pavilion's visitors with a bluegrass concert. Wren Elhai of the U.S. Embassy in Astana even joined him on stage! Other great performances included the rock band ACIDIC, and amazing jazz pianist Jon Weber, who was in turn joined by a saxophonist from the Haitian pavilion.

Entertainment at the USA Pavilion wasn't limited to musical performances. The Island Moving Company, a classically trained contemporary ballet from Newport, Rhode Island, visited the USA Pavilion and thrilled guests with several breathtaking shows. A local break dancing group from Kazakhstan, Dance 2 Be Free, performed at the USA Pavilion, entertaining guests with an American-inspired performance by Kazakhstani kids and adults! The Pavilion's own Student Ambassadors even led an after-dark Zumba course in the USA Pavilion's Theater 1 area.



Cultural Ambassador, Maya Azucena, performs in the USA Pavilion atrium.



Gina Chavez and her band pose on stage after their performance.

APPROXIMATELY

70

The number of events held in the USA Pavilion included singers and dancers, sponsor and partner events, roundtable discussions, professional development workshops, media and safety trainings, business and bilateral meetings, networking events, seminars and forums, dinners, and parties. Many of these events occurred thanks to the USA Pavilion's partners at the U.S. Embassy and private-sector sponsors.



The USA Pavilion hosted policy and academic-focused discussions and interesting exchanges of ideas.

One such event occurred when the Nuclear Threat Initiative visited the USA Pavilion. The USA Pavilion VIP Lounge hosted a discussion led by former Secretary of Energy Ernest Moniz and the President of the USA Pavilion Dr. Joshua Walker.

Representatives of the USA Pavilion also went out and engaged in events throughout the rest of Expo 2017. In August, the USA Pavilion's

Executive Director Andrew Snowwhite joined the Crown Prince of Malaysia to discuss the future of sustainability and youth engagement, representing the United States at an important event with an important figure of a foreign nation.

The USA Pavilion also hosted events for other international pavilions. On July 24, the USA Pavilion hosted an event for the Ugandan pavilion in the VIP Lounge. The event was a huge success and a great opportunity to build a relationship with a fellow international pavilion at the Expo. The event included the Ugandan Ambassador to Russia and head of the Ugandan delegation, Ambassador Rutazindwa Gideon Mwebaze.



American indie rock band, ACIDIC, performs in front of the crowds entering the USA Pavilion.



USAP Executive Director, Andrew Snowwhite, participates in a discussion with the Crown Prince of Malaysia.



B-Boy crew breakdances for guests in the USA Pavilion atrium.



Dancers from the Island Moving Company perform in the atrium.



Contest winners from the U.S. Embassy Astana's music competition.



Jon Weber, American jazz pianist, performs in the USA Pavilion atrium.



WHY YOU NEED TO TRADE WITH UGANDA
Presented At
Uganda – Astana Business Forum, Uganda at Astana Expo 2017
By
Elly Twineyo Kamugisha
Executive Director
Uganda Export Promotion Board



USAP President and CEO, Dr. Joshua Walker, poses a question during a USKZBA roundtable.



CELEBRATING AMERICA



NATIONAL DAY

On July 4, 2017, the USA Pavilion celebrated its National Day on America's Independence Day. Celebrations shared American culture, music, and fun with guests from all around the world.

The public National Day celebration was hosted on the Expo's "National Day Stage" and started with acapella renditions of the national anthems of both the United States and Kazakhstan, followed by several musical numbers. The Student Ambassadors were the highlight of the ceremony, performing a traditional Kazakh dance that broke into an American swing dance, set to a bluegrass performance from a band that included members of the U.S. Embassy in Astana.

Next came a high-spirited parade with hundreds of participants led by Ambassador George A. Krol, American and Kazakhstani VIPs, U.S. Marines, motor-cycle bikers, and cheerleaders. The National Day delegation then visited the USA Pavilion before touring the National Pavilion of Kazakhstan.

VIP and invited guests were treated to a luncheon attended by USA Pavilion sponsors, U.S. Embassy and Department of State representatives, and high-ranking Kazakhstani government officials. After the public festivities, the celebration transitioned to the VIP Lounge for an evening cocktail reception and 4th of July party.







MEDIA HIGHLIGHTS



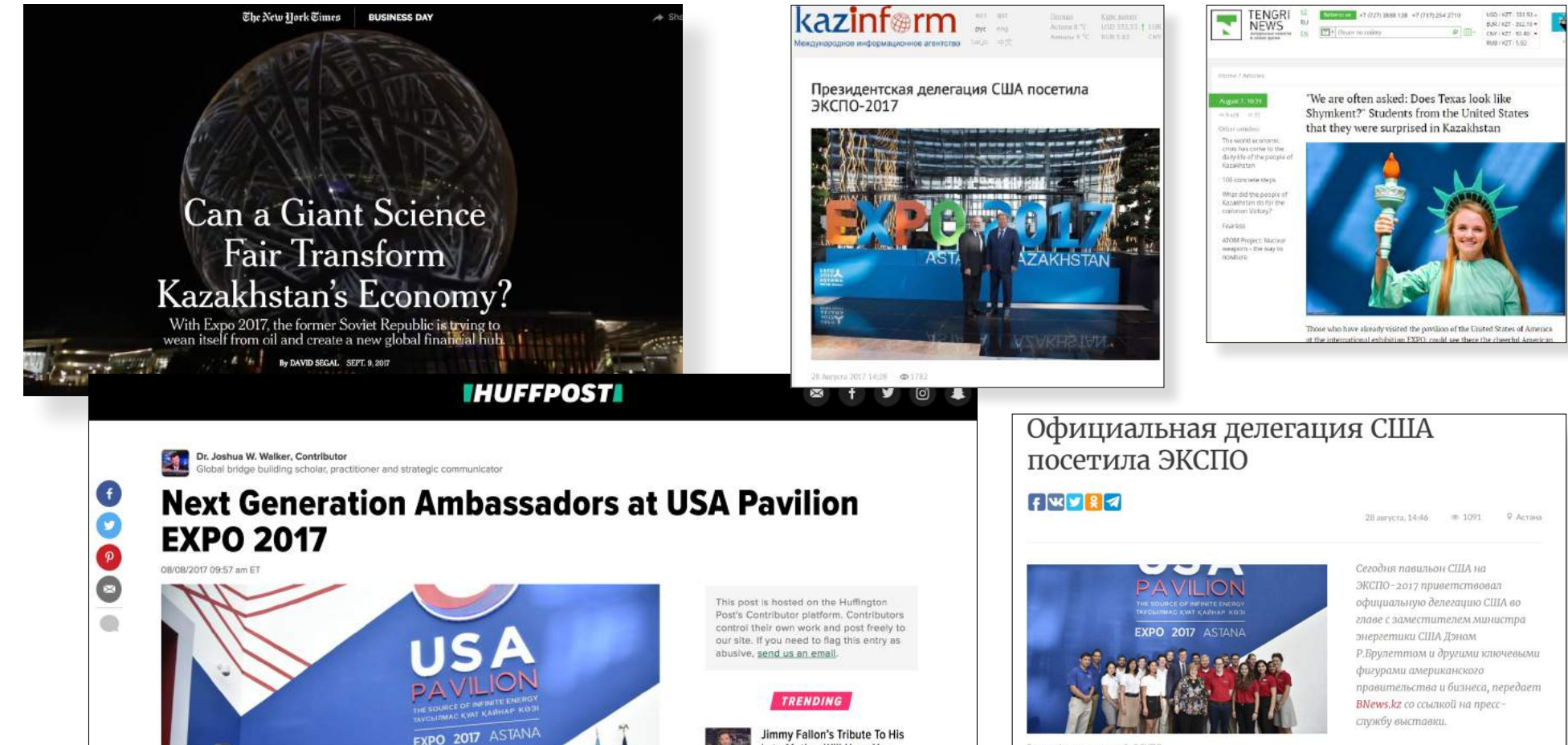
MEDIA IMPACT

Throughout Expo 2017, the USA Pavilion amplified its message by engaging with both local traditional media and various social platforms to maximize outreach. As a result, important relationships developed that spread the power of Infinite Energy to hundreds of thousands of people across Kazakhstan and the world.



PRINT

The USA Pavilion had a significant presence in print media, in Kazakhstan, internationally, and back home in the United States. In Kazakhstani media, the USA Pavilion was featured and/or mentioned in dozens of articles from influential local outlets, including *KazPravada*, *Kapital*, and *TengriNews*. Coverage also included mentions of the USA Pavilion in two stories from *The New York Times*.



50+

TV/video features that covered the USA Pavilion, its people, and our outreach at Expo and around Kazakhstan.

20+

news sources that featured stories on USA Student Ambassadors.

150+

mentions in television and print across several languages including Kazakh, Russian, and English.

Coverage ranged from national TV (primetime coverage), articles written by domestic and international agencies (*The New York Times*, *Huff Post*, *Fortune*, *BBC*, *The Diplomat*), to blogs, national radio, newspapers, and video stories.*

*This does not take into account the daily posting of USA Pavilion social media content by Expo, other pavilions, and visitors to the World Expo.

More than a year of overall coverage from

NOVEMBER 2016
through
DECEMBER 2017.

From opening until close, we averaged **at least**

2-3 DAILY
MEDIA HITS
for 3 months.

TELEVISION

Camera crews were welcome and frequent visitors to the USA Pavilion. Television segments most often highlighted Student Ambassadors, who performed dozens of interviews both in English and Russian. This provided an incredible opportunity for the Student Ambassadors to grow professionally, develop a new skill, and share their experiences in Kazakhstan with a massive audience.



SOCIAL MEDIA

The USA Pavilion was committed to sharing its story via social media to ensure the experience was easily accessible to all audiences. Significant presences on Twitter, Facebook and Instagram each highlighted several social media campaigns.

These campaigns included a program that featured a profile on a Student Ambassador and a story they chose to share. One of the most popular campaigns followed the adventures of “Steve the Eagle,” the Pavilion’s plush mascot, as he visited other pavilions and events. The USA Pavilion’s social media pages were amongst the most active and followed of any international pavilion.

FACEBOOK



469,636

Total number of people reached by Facebook posts



1,290

Total Facebook page likes



The USA Pavilion Facebook page reached an average of nearly

7,000

people per day

TWITTER



150,161

Total Twitter impressions



3,470

Total number of engagements

INSTAGRAM



18,019

Total Instagram likes



Instagram Followers:



Instagram Followers Within Kazakhstan:

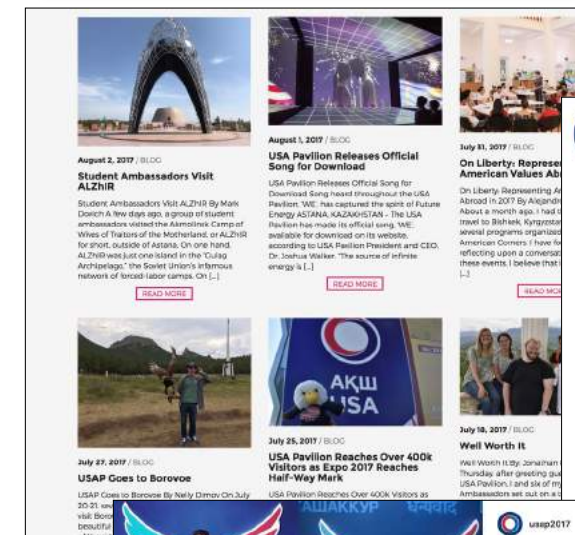
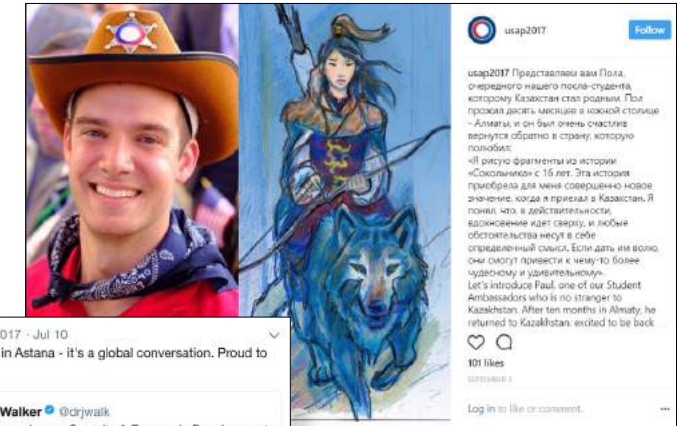
Astana 39%

Almaty 10%

Karaganda 3%

Pavlodar 2%

Shymkent 2%



PAVILION

THE SOURCE OF INFINITE ENERGY
ТАУСЫЛМАС ҚУАТ ҚАЙНАР КӨЗІ

EXPO 2017 ASTANA



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Dentons



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Los Angeles Cleantech Incubator

Closing day picture with partners, sponsors, and USA Pavilion team members.





THE ENERGY GOES ON



The United States' participation at Expo 2017 was a huge success and an incredible accomplishment, one that defied the odds and achieved what many considered impossible.

Hundreds of thousands of citizens of Kazakhstan had the opportunity to meet and converse with Americans, positively shaping their image of each other, one interaction at a time. The United States' participation at Expo 2017 provided this amazing platform of interaction, an opportunity and accomplishment unprecedented prior to Expo 2017.

The USA Pavilion would like to thank the host country, Kazakhstan, for the incredible hospitality and dedication that made Expo 2017 a reality. Expo 2017 served as an invaluable gathering of global voices to address one of the most pressing and shared issues facing the world today, and its energy stimulated solutions and bonds of friendship that will have a lasting and positive impact well into the future.



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USA PAVILION

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